

## Message Text

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ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 USIA-06 /022 W

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R 221010Z JAN 75

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 9136

C O N F I D E N T I A L SOFIA 0145

E.O. 11652: GDS

TAGS: OEXC, BU

SUBJECT: US-BULGARIAN CULTURAL RELATIONS

FOR ASSISTANT SECRETARY RICHARDSON, CU, FROM AMBASSADOR

PASS ALSO TO EUR/EE

REF: A) SOFIA 1985; B) STATE 249931; C) STATE 273461

1. ON NOVEMBER 1 (REF A) I LAID OUT A STRATEGY FOR OPENING  
A BREACH IN THE CULTURAL WALL HERE AND MOVING IN TO EXPLOIT  
IT. IN REF B DEPT SAID IN EFFECT "GO TO IT" BUT FAILED TO  
GIVE ME THE AMMUNITION REQUESTED IN PARA 5 REF A. OPERATIVE  
SENTENCE OF THAT PARA WAS: "IF THE FOREGOING APPROACH  
SUCCEEDS IN MAKING A BREAK IN THE WALL THAT SURROUNDS US  
HERE, HOWEVER, WE SHOULD BE ABLE TO PUT SOMETHING SUBSTANTIAL  
THROUGH TO EXPLOIT THE OPENING TO BEST ADVANTAGE, PREFERABLY  
SOMETHING MAJOR WHICH REFLECTS THE EXCITING CREATIVITY OF  
PRESENT-DAY AMERICA".

2. SINCE SENDING REF A WE HAVE HAD FAIRLY CLEAR INDICATION  
THAT THE OPPORTUNITY FOR PUTTING ON A MAJOR PRESENTA-  
TION HERE EXISTS EVEN WITHOUT DEMARCHE TO THE FOREIGN  
MINISTER CONTEMPLATED IN THAT MESSAGE. THIS CAME OUT  
FOR INSTANCE IN MEETING BETWEEN NEWLY APPOINTED MFA  
DIRECTOR FOR CULTURAL AFFAIRS SANTOV AND DIRECTOR  
ANDREWS OF EUR/EE IN DECEMBER (MEMCON OF DEC 6 SENT  
CU/EE). I AM CONCERNED THAT WE NOT FRITTER AWAY WITH  
SMALL COINAGE WHAT IS AN ASSET CREATED BY OUR PERSISTENT  
REFERENCE TO WHAT THE BULGARIANS ARE ALREADY ABLE TO  
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DO IN THE US.

3. NOT HAVING RECEIVED THE NEGATIVE LETTER FROM LEONTYNE PRICE REFERRED TO IN REF C I AM WRITING HER AGAIN BY POUCH LEAVING HERE JAN 24, BUT OF COURSE THE LIKELIHOOD OF HER COMING TO SOFIA IN 1975 IS VERY SMALL. STILL, I WOULD APPRECIATE DEPT GIVING IT ONE MORE TRY, FOR THE FOLLOWING REASON: IN FINANCIAL TERMS, WE WOULD OBTAIN INCOMPARABLY GREATER CULTURAL AND POLITICAL DIVIDENDS FROM A PERFORMANCE BY MISS PRICE THAN WE WOULD FROM, SAY, THE LOS ANGELES SYMPHONY WHICH COSTS SO MUCH MORE. PERHAPS SHE MIGHT AT LEAST CONSIDER A TRIP HERE IN 1976. MEAN- WHILE, HOWEVER, WE URGE THE DEPARTMENT TO ARRANGE A TOUR FOR AN EQUALY PROMINENT AMERICAN ARTIST TO VISIT BULGARIA SOMETIME DURING FIRST NINE MONTHS OF THIS YEAR.

4. THE ONLY EVENT OF SOME CONSEQUENCE THAT IS ON THE 1975 HORIZON FOR US SEEMS TO BE PHOTOGRAPHY USA WHICH BY ALL ACCOUNTS IS EXCELLENT AND WHICH WE CONTINUE TO BE VERY INTERESTED IN OBTAINING. HOWEVER, SUCH AN EXHIBIT IS NOT LIKELY TO BE VISITED BY MANY OF THE PEOPLE WE WOULD MOST LIKE TO REACH AND WOULD NOT LEND ITSELF AS WELL TO MASS-MEDIA EXPLOITATION. AS INDICATED REF A WHAT WE REALLY NEED IS "A HIGH-QUALITY OFFERING IN THE PERFORMING ARTS REQUIRING A CREDITED AUDIENCE AND WHICH

WILL BE AN EVENT OF SUFFICIENT IMPORTANCE TO SEND A SIGNAL DOWN THE LINE THAT AMERICAN CULTURAL OFFERINGS ARE NO LONGER TABOO". WOULD APPRECIATE VERY MUCH IF ANOTHER LOOK COULD BE TAKEN AT THIS SITUATION.

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